

## ORDER



**Orders**  
**Order / Rev:** 706625  
**Alt Order #:** 06278710  
**Product Desc:** OBAMA FOR AMERICA  
**Estimate:** 1536  
**Flight Dates:** 09/25/12 - 10/01/12  
**Original Date / Rev:** 09/20/12 / 09/20/12  
**Order Type:** Political

WKYC

**Primary AE:** Joe Knauer  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency Name:** Greer Margolis Mitchell/ Pol  
**Buying Contact:**  
**Billing Contact:**  
 3050 K St NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** WEEKLY  
**Agency Commission:** 15%

**Advertiser Name:** Obama/D/President  
**Demographic:** A35+  
**Product Codes:** PL-Presidential,Political,PL-Federal  
**Priority:** P-5  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/24/12	09/30/12	155	\$108,950.00	\$92,607.50
10/01/12	10/07/12	25	\$13,650.00	\$11,602.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	155	\$108,950.00	\$92,607.50	0.00
October 2012	25	\$13,650.00	\$11,602.50	0.00
<b>Totals</b>	<b>180</b>	<b>\$122,600.00</b>	<b>\$104,210.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKYC	09/25/12	09/28/12	Days of Our Lives Days of Our Lives	CM	1p-2p	- TWTF - -	:30	4	\$200.00	P-5	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	- TWTF - -		4				\$200.00		0.00			
2	WKYC	09/25/12	09/28/12	M-F 10-11a M-F 10-11a	CM	10a-11a	- TWTF - -	:30	4	\$100.00	P-5	0.00	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	- TWTF - -		4				\$100.00		0.00			
3	WKYC	09/25/12	09/28/12	Tonight Show Tonight Show	CM	1135p-1237a	- TWTF - -	:30	4	\$450.00	P-5	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	- TWTF - -		4				\$450.00		0.00			
4	WKYC	09/25/12	09/28/12	M-F 10-11a M-F 10-11a	CM	10a-11a	- TWTF - -	:30	4	\$100.00	P-5	0.00	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	- TWTF - -		4				\$100.00		0.00			
5	WKYC	09/25/12	09/28/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	- TWTF - -	:30	4	\$150.00	P-5	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	- TWTF - -		4				\$150.00		0.00			
6	WKYC	09/25/12	09/28/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	- TWTF - -	:30	4	\$200.00	P-5	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

Order / Rev: 706625  
 Alt Order #: 06278710  
 Flight Dates: 09/25/12 - 10/01/12

Advertiser: Obama/D/President  
 Product Desc: OBAMA FOR AMERICA  
 Estimate: 1536

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	WKYC	09/25/12	09/28/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	- TWTF - -	:30	4	\$200.00	P-5	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	- TWTF - -		4				\$200.00		0.00			
7	WKYC	09/25/12	09/28/12	Last Call Last Call w/Carson Daly	CM	135a-205a	- TWTF - -	:30	4	\$50.00	P-5	0.00	NM	4	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	- TWTF - -		4				\$50.00		0.00			
8	WKYC	09/25/12	09/28/12	M-F 2-3p Rachel Ray	CM	2-3p	- TWTF - -	:30	4	\$200.00	P-5	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	- TWTF - -		4				\$200.00		0.00			
9	WKYC	09/25/12	09/28/12	M-F 3-4p The Doctors	CM	3p-4p	- TWTF - -	:30	6	\$200.00	P-5	0.00	NM	6	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	- TWTF - -		6				\$200.00		0.00			
10	WKYC	09/25/12	09/28/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	- TWTF - -	:30	6	\$300.00	P-5	0.00	NM	6	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	- TWTF - -		6				\$300.00		0.00			
11	WKYC	09/25/12	09/28/12	M-F 430a-5a 430a News	CM	430a-5a	- TWTF - -	:30	4	\$50.00	P-5	0.00	NM	4	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	- TWTF - -		4				\$50.00		0.00			
12	WKYC	09/25/12	09/28/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	- TWTF - -	:30	8	\$50.00	P-5	0.00	NM	8	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	- TWTF - -		8				\$50.00		0.00			
13	WKYC	09/25/12	09/28/12	M-F 5-6p Dr. Phil	CM	5p-6p	- TWTF - -	:30	5	\$500.00	P-5	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	- TWTF - -		5				\$500.00		0.00			
14	WKYC	09/25/12	09/28/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	- TWTF - -	:30	6	\$750.00	P-5	0.00	NM	6	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	- TWTF - -		6				\$750.00		0.00			
15	WKYC	09/25/12	09/28/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	- TWTF - -	:30	8	\$400.00	P-5	0.00	NM	8	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	- TWTF - -		8				\$400.00		0.00			
16	WKYC	09/25/12	09/28/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	- TWTF - -	:30	6	\$1,500.00	P-5	0.00	NM	6	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	- TWTF - -		6				\$1,500.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	3	NKYC	09/24/12-09/30/12	Nightly News		M-Su 6:28p-7p	- TWThF - - - -	:30		<del>(\$1,500.00)</del>		0.00	NM		
	See MG 16.7														
	[Prgm Change] no nightly news tonight Browns Pre-game														
	7	NKYC	09/27/12-09/27/12	M-F 7-730p		7-730p	- - - Th - - - - -	:30		\$1,500.00		0.00	NM		
	Ⓜ MG for 16.3 09/27														
17	WKYC	09/25/12	09/28/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	- TWTF - -	:30	6	\$750.00	P-5	0.00	NM	6	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	- TWTF - -		6				\$750.00		0.00			
18	WKYC	09/25/12	09/28/12	M-F 7-9a Today Today Show	CM	7a-9a	- TWTF - -	:30	16	\$400.00	P-5	0.00	NM	16	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	- TWTF - -		16				\$400.00		0.00			
19	WKYC	09/25/12	09/28/12		CM	730-8p	- TWTF - -	:30	4	\$750.00	P-5	0.00	NM	4	\$3,000.00

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 730-8p Entertainment Tonight															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	- TWTF - -	4		\$750.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
3	NKYC	09/24/12-09/30/12		M-F 730-8p	730-8p		- TWThF - - - -	:30	<del>(\$750.00)</del>	0.00	NM				
See MG 19.5 [Prgm Change] no ET due to Browns															
5	NKYC	09/27/12-09/27/12		M-F 7-730p	7-730p		(7:30 PM-8:00 PM) - - - Th - - - - -	:30	\$750.00	0.00	NM				
Ⓜ MG for 19.3 09/27															
20	WKYC	09/25/12	09/28/12	M-F 9-10a Today II	CM	9a-10a	- TWTF - -	:30	8	\$200.00	P-5	0.00	NM	8	\$1,600.00
Today Show II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	- TWTF - -	8		\$200.00		0.00						
21	WKYC	09/25/12	09/29/12	LN (M-Su)	CM	11P-1135P	- TWTF - -	:30	7	\$950.00	P-5	0.00	NM	7	\$6,650.00
Late News (M-Su)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	- TWTF - -	7		\$950.00		0.00						
22	WKYC	09/28/12	09/28/12	Fri Prime C	CM	10-11p	- - - - F - -	:30	1	\$1,500.00	P-5	0.00	NM	1	\$1,500.00
Fri Prime C															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	- - - - F - -	1		\$1,500.00		0.00						
23	WKYC	09/28/12	09/28/12	Fri Prime B	CM	9-10p	- - - - F - -	:30	1	\$1,500.00	P-5	0.00	NM	1	\$1,500.00
Fri Prime B															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	- - - - F - -	1		\$1,500.00		0.00						
24	WKYC	10/01/12	10/01/12	Mon Prime Other	CM	Various	M - - - - -	:30	1	\$5,000.00	P-5	0.00	NM	1	\$5,000.00
Monday Prime Other (8:00 PM-10:00 PM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	M - - - - -	1		\$5,000.00		0.00						
25	WKYC	09/29/12	09/30/12	EN (Sa-Su)	CM	6P-7P Sa/Su	- - - - - SS	:30	2	\$500.00	P-5	0.00	NM	2	\$1,000.00
Early News (Sa-Su) (6:00 PM-6:30 PM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	- - - - - SS	2		\$500.00		0.00						
26	WKYC	09/29/12	09/29/12	Sat 1030a-11a	CM	Sat 1030-11a	- - - - - S -	:30	1	\$100.00	P-5	0.00	NM	1	\$100.00
Sat 1030-11a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	- - - - - S -	1		\$100.00		0.00						
27	WKYC	09/29/12	09/29/12	630A-7A	CM	630a-7a	- - - - - S -	:30	1	\$200.00	P-5	0.00	NM	1	\$200.00
Chris Matthews Show															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	- - - - - S -	1		\$200.00		0.00						
28	WKYC	09/29/12	09/29/12	Sat 7-8p	CM	7-8p	- - - - - S -	:30	1	\$400.00	P-5	0.00	NM	1	\$400.00
Sat 7-8p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	- - - - - S -	1		\$400.00		0.00						
29	WKYC	09/29/12	09/29/12	SAT TDY	CM	7a-9a	- - - - - S -	:30	2	\$350.00	P-5	0.00	NM	2	\$700.00
NBC Today Show (Sa)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	- - - - - S -	2		\$350.00		0.00						
30	WKYC	09/29/12	09/29/12	Sat Prime A	CM	8-9p	- - - - - S -	:30	1	\$900.00	P-5	0.00	NM	1	\$900.00
8-9p (8:00 PM-9:00 PM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	- - - - - S -	1		\$900.00		0.00						
31	WKYC	09/29/12	09/29/12	Sat 9-1030a	CM	9a-1030a	- - - - - S -	:30	3	\$350.00	P-5	0.00	NM	3	\$1,050.00
Channel 3 News 9am Sat															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	- - - - - S -	3		\$350.00		0.00						
32	WKYC	09/29/12	09/29/12		CM	9-10p	- - - - - S -	:30	1	\$900.00	P-5	0.00	NM	1	\$900.00



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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
46	WKYC	09/26/12	09/26/12	Wed Prime C Wed Prime C	CM	10-11p	--W----	:30	1	\$2,000.00	P-5	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	--W----			1		\$2,000.00		0.00				
47	WKYC	09/26/12	09/26/12	Wed Prime A Wed Prime A	CM	8-9p (8:00 PM-9:00 PM)	--W----	:30	1	\$1,800.00	P-5	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	--W----			1		\$1,800.00		0.00				
48	WKYC	10/01/12	10/01/12	Days of Our Lives Days of Our Lives	CM	1p-2p	M-----	:30	1	\$200.00	P-5	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	M-----			1		\$200.00		0.00				
49	WKYC	10/01/12	10/01/12	M-F 10-11a M-F 10-11a	CM	10a-11a	M-----	:30	1	\$100.00	P-5	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	M-----			1		\$100.00		0.00				
50	WKYC	10/01/12	10/01/12	Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	1	\$450.00	P-5	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	M-----			1		\$450.00		0.00				
51	WKYC	10/01/12	10/01/12	M-F 10-11a M-F 10-11a	CM	10a-11a	M-----	:30	1	\$100.00	P-5	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	M-----			1		\$100.00		0.00				
52	WKYC	10/01/12	10/01/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	M-----	:30	1	\$150.00	P-5	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	M-----			1		\$150.00		0.00				
53	WKYC	10/01/12	10/01/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	M-----	:30	1	\$200.00	P-5	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	M-----			1		\$200.00		0.00				
54	WKYC	10/01/12	10/01/12	Last Call Last Call w/Carson Daly	CM	135a-205a (1:35 AM-2:05 AM)	M-----	:30	1	\$50.00	P-5	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	M-----			1		\$50.00		0.00				
55	WKYC	10/01/12	10/01/12	M-F 2-3p Rachel Ray	CM	2-3p	M-----	:30	1	\$200.00	P-5	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	M-----			1		\$200.00		0.00				
56	WKYC	10/01/12	10/01/12	M-F 430a-5a 430a News	CM	430a-5a	M-----	:30	1	\$50.00	P-5	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	M-----			1		\$50.00		0.00				
57	WKYC	10/01/12	10/01/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	M-----	:30	2	\$50.00	P-5	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	M-----			2		\$50.00		0.00				
58	WKYC	10/01/12	10/01/12	M-F 5-6p Dr. Phil	CM	5p-6p	M-----	:30	1	\$500.00	P-5	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	M-----			1		\$500.00		0.00				
59	WKYC	10/01/12	10/01/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	M-----	:30	1	\$750.00	P-5	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	M-----			1		\$750.00		0.00				
60	WKYC	10/01/12	10/01/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	M-----	:30	2	\$400.00	P-5	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

Order / Rev: 706625  
 Alt Order #: 06278710  
 Flight Dates: 09/25/12 - 10/01/12

Advertiser: Obama/D/President  
 Product Desc: OBAMA FOR AMERICA  
 Estimate: 1536

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
60	WKYC	10/01/12	10/01/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	M-----	:30	2	\$400.00	P-5	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/01/12	10/07/12	M-----		2			\$400.00			0.00			
61	WKYC	10/01/12	10/01/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	M-----	:30	1	\$1,500.00	P-5	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/01/12	10/07/12	M-----		1			\$1,500.00			0.00			
62	WKYC	10/01/12	10/01/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	M-----	:30	1	\$750.00	P-5	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/01/12	10/07/12	M-----		1			\$750.00			0.00			
63	WKYC	10/01/12	10/01/12	M-F 7-9a Today Today Show	CM	7a-9a	M-----	:30	4	\$400.00	P-5	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/01/12	10/07/12	M-----		4			\$400.00			0.00			
64	WKYC	10/01/12	10/01/12	M-F 730-8p Entertainment Tonight	CM	730-8p	M-----	:30	1	\$750.00	P-5	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/01/12	10/07/12	M-----		1			\$750.00			0.00			
65	WKYC	10/01/12	10/01/12	M-F 9-10a Today II Today Show II	CM	9a-10a (9:00 AM-10:00 AM)	M-----	:30	2	\$200.00	P-5	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/01/12	10/07/12	M-----		2			\$200.00			0.00			
Totals														180	\$122,600.00